

# PAUL J. HOWARD'S

## California Flowerland



*Los Angeles, Calif.*

*Roses* for **1959**

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# PAUL J. HOWARD'S

## Roses for 1959

Your best assurance of glorious Roses is to plant Paul J. Howard's quality stock—heavy, well branched plants with vigorous root systems.

Paul J. Howard's selects only the finest varieties of our own creation, and those of leading rose breeders of the world, all tested and proved for your own garden.

### DORMANT ROSES

**BUSH, CLIMBING AND TREE ROSES** are available dormant, bare-root, from January to March 15. Early planting is most desirable.

The price listed for each variety is for bare-root Roses. Free delivery in Southern California, of orders for bush and climbing roses, for \$5.00 or more. All others, please add 50c to each order to partially cover packing costs.

California orders please add 4% sales tax.

### DISCOUNT ON QUANTITY

Orders for 3 or more of one variety, or 10 or more assorted varieties, bare-root, deduct 10%.

There is a 10% discount on orders for 10 or more Tree Roses, one kind or assorted, bare-root or in containers.

### ESTABLISHED ROSES

For planting throughout the year, and when dormant roses are not available, we grow large showy bushes, in specially prepared soil, in 5-gallon tins.

These superior big roses may be selected and planted out while in full bloom. Because of weight and bulk, these established roses are practical only for local truck delivery, or "Cash and Carry."

You can figure prices of Established Roses as follows: **BUSH ROSES** established in 5-gallon tins, \$1.00 more than bare-root prices.

**CLIMBING ROSES** established and staked, each \$4.50  
**TREE ROSES** in 5-gallon tins, staked, \$5.95

Please add 4% Sales Tax to all Orders for California Delivery.



### OUR FAMOUS CALIFORNIA ROSE

Along the Driveway at California Flowerland, covered with big coppery blooms until mid-winter.

**California** (Pat. No. 449) Each massive bush produces hundreds of big, coppery orange roses each season. Buds are vivid orange, foliage bronze green. Most outstanding of orange-toned roses, particularly fine in coastal areas where it blooms until Christmas.

Bush .....	\$2.00
Climbing California, each.....	\$2.00
California Tree Roses, each.....	\$5.95

**FRONT COVER**—The California Rose, from color photograph by Alleseba B. Howard.

## PAUL J. HOWARD'S California Flowerland

11700 National Boulevard, Los Angeles 64, California  
TEXas 0-2951 • GRanite 3-1171 • EXmont 7-2118





A FIELD OF PAUL J. HOWARD'S ROSES

## PAUL J. HOWARD'S BUSH ROSES for 1959

**ANGEL WINGS** An exhibition rose of great beauty. Long golden buds open to large perfectly formed creamy white roses, shaded delicate pink. As flowers age, the pink color deepens and suffuses the petals. Tall plant with handsome foliage. **\$3.00**

**AZTEC**, see Page 4

**CARELESS LOVE** (Pat. No. 1582) A unique rose with the coloring of a variegated camellia, combining white with red or pink blotches and streaks, sometimes a pure pink rose appears. The double blooms are of medium size, sweetly fragrant, freely produced on vigorous, 3 ft. plants. **\$2.50**

**CAPISTRANO**, see Page 8

**CHARLOTTE ARMSTRONG—AARS-1941** (Pat. No. 455) Long carmine red buds open to big salmon-rose of about 30 petals, on long stems. Plant grows tall and vigorous, with dark leathery leaves, nearly always in bloom. The brilliant color, fine form and fragrance make this rose one of the best. **\$2.25**

**CHRYSLER IMPERIAL**, see Page 4

**ETOILE DE HOLLANDE** Dark red buds and glowing crimson blooms of delightful fragrance. Vigorous bush of medium size fine foliage. **\$1.50**

**FORT KNOX**, see Page 9

**HENRY FORD**, see Page 8

**FORTY-NINER—AARS-1949** (Pat. No. 792) Brilliant and showy, the outside of the petals chrome yellow, inside oriental to cherry red, of lovely form and fragrance. Vigorous plant with handsome foliage and few thorns. **\$2.25**

**FRAU KARL DRUSCHKI** Still one of the best white roses, with long pointed buds and waxy white blooms. Strong tall bush, thrives in all sections. **\$1.50**

**FRED EDMUNDS—AARS-1944** (Pat. No. 731) Burnt orange buds, very large cup-shaped roses with 25 to 30 petals, vivid coppery orange, intensely fragrant. Bush is of medium height, heavy shiny foliage. **\$2.00**

**FRED HOWARD**, see Page 8

**HEARTS DESIRE**, see Page 9

**KORDES PERFECTA**, see Page 5

**FORT KNOX**, see Page 9

**HELEN TRAUBEL**, see Page 5

**LOWELL THOMAS — AARS-1944** (Pat. No. 595) Tightly furled golden yellow buds, large graceful canary yellow blooms with tea fragrance; plant thrives everywhere. **\$2.25**

**MME. HENRI GUILLOT** (Pat. No. 664) One of the most richly colored roses; long buds and large open fragrant flowers of reddish orange to raspberry rose, on long strong stems. Big bushy plant with handsome foliage. **\$1.75**


**MIDNIGHT** The best of the black-red roses developed so far—long slender buds and big double blooms of dark velvety red, richly fragrant, on long strong stems. Plant is vigorous, blooms freely. **\$2.75.**


**MOJAVE—AARS-1954** (Pat. No. 1176) The most brilliant orange colored rose yet introduced—glowing orange with tones of flame scarlet and vermillion, like a desert sunset. Long stemmed buds open to large, broad-petalled roses of pleasing fragrance. Bush is tall, vigorous. **\$2.75**




# PAUL J. HOWARD'S BUSH ROSES



**AZTEC** (Pat. No. 1648) Vivid scarlet orange roses of great size, high centered, very double and long lasting; bushy plant of medium height.  \$2.75

**PINK PEACE** (PAF) Immense luminous fragrant blooms of dusky pink open from shapely buds to 60-petalled cup-shaped roses, on long strong stems. The plant is upright, 3 ft. tall, exceptionally vigorous with leathery green foliage, and blooms freely.  \$3.00



**CHRYSLER IMPERIAL — AARS — 1953** (Pat. No. 1167) Long tapering buds of velvety maroon unfurl to beautiful high centered roses on stems of medium length. The open flowers are vivid crimson red,  $4\frac{1}{2}$  to 5 inches across, with 40 to 50 petals, long lasting. Bush is of medium height, compact and symmetrical, with healthy, dark green foliage.  \$2.50



# PAUL J. HOWARD'S BUSH ROSES

## KORDES PERFECTA (Pat.

No. 1604) An exquisite new bicolor rose of rich fragrance. The large full blooms are high centered with petals curling gracefully outward; color is cream overlaid with rose red, deeper at edges of petals. The plant is extremely vigorous, with disease resistant foliage and long strong canes; medium height. **\$3.50**



## GOLDEN YELLOW GRANDIFLORA

### BUCCANEER (Pat. No. 1119)

Brilliant, unfading yellow buds, and cup-shaped flowers of about 30 petals, fragrant and long lasting; blooms constantly. **\$2.50**

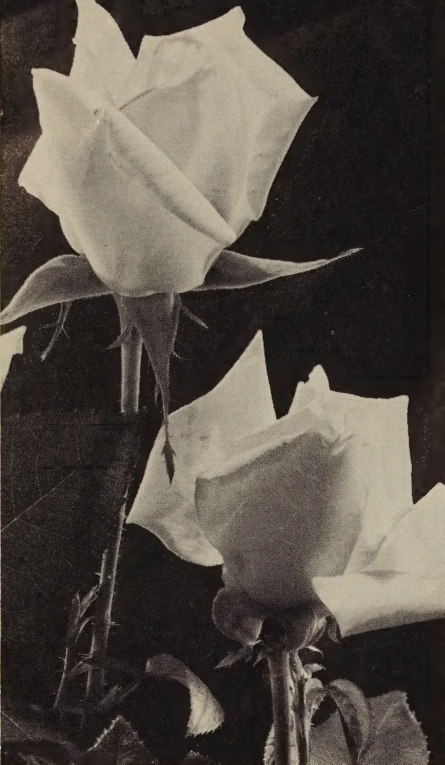


## HELEN TRAUBEL — AARS -

1952 (Pat. No. 1028) This beautiful pink rose varies in tone from soft pink to luminous apricot and rose. The long pointed buds and big, broad-petalled roses are long lasting, richly fragrant. Plants are vigorous, with heavy deep green foliage, and bloom freely. **\$2.75**







**SLEIGH BELLS**

**PICTURE** One of the favorite pink roses, with beautifully formed buds and blooms of soft salmon pink; nearly everblooming. **\$1.50**

**PINK PEACE**, see Page 4

**PEACE** (Pat. No. 591) Peace won the All-American award in 1946, and has been winning awards ever since, still one of the very finest roses. Rich yellow buds open to soft yellow roses of immense size, and petals edged with cerise pink. Roses are very double, high centered and long lasting, borne on strong stems. The handsome vigorous plants have shiny, almost holly-like foliage and bloom to late fall. **\$2.50**

**PRESIDENT EISENHOWER** (Pat. No. 1217) A bright, true red rose with beautiful buds and double blooms of rich fragrance that keeps improving as the plant grows older; blooms freely, vigorous and dependable. **\$2.25**

**PRESIDENT HERBERT HOOVER** Beautiful long buds of brick red, large double fragrant roses, a blend of scarlet, pink and orange yellow, on very long, strong stems. Tall vigorous bush, blooms continuously. **\$1.50**

**SAN FERNANDO—AARS-1948** (Pat. No. 785) Perfectly formed long buds, long lasting double roses of unfading currant red, spicily fragrant. Foliage is leathery deep green, disease resistant; bushy plant of medium size. **\$1.75**

**SANTA ANITA** (Pat. No. 539) Long graceful buds and beautiful blooms of deep rose pink, on long, nearly thornless stems; richly fragrant; tall plant, deep green foliage. **\$1.75**

# PAUL J. HOWARD'S BUSH ROSES



**SLEIGH BELLS** (Pat. No. 1004) Paul J. Howard's lovely white rose is one of America's favorites. Graceful buds on very long stems, open to fragrant big roses with 40 or more heavy petals. A tinge of pale lemon yellow adds life to the flowers, and in cool weather a pale rose flush appears on the outer petals. Tall, strong hardy bushes with leathery foliage, disease resistant, thrives in all areas, and often bloom until Christmas. **\$2.00**

**TALISMAN** An old favorite with lovely buds and roses of rose and gold; blooms constantly. **\$1.50**

**TEXAS CENTENNIAL** (Pat. No. 162) Exceptionally vigorous and tall; long brick red buds and huge double rosy carmine roses of rich fragrance. **\$1.50**

**TOM BRENEMAN** (Pat. No. 986) A grand rose of great beauty and vigor. The long buds of coral rose open to big double roses resembling the famous American Beauty, of rich deep rose color and intense fragrance, and are borne on tall, strong stems. Long lasting when cut; bush blooms constantly, exceptionally fine in fall. **\$2.00**

**SUTTER'S GOLD—AARS-1950** (Pat. No. 885) An outstanding yellow rose with beautiful long buds shaded coppery red, opening to big fragrant blooms of deep yellow, shaded and veined coppery red. Tall vigorous plant with healthy glossy foliage, always in bloom. **\$2.25**

**WHITE KNIGHT—AARS-1958** (Pat. No. 1359) A big pure white rose with long buds on long, strong canes. The broad petals of heavy texture never discolor. Plant is very vigorous, growing upright to a height of 3 feet or more, with strong canes and rich leathery foliage. **\$3.00**

## SUNSET BOOKS

### For Southland Gardeners

**How to Grow Roses**, \$1.50; **Sunset Pruning Handbook**, \$1.50; **Sunset Western Garden Book**, \$2.95.



**PEACE**





## CLIMBING ROSES - Continued

from page 10

## Miniature Roses

For Garden and Pot Culture

**CI. SUTTER'S GOLD** (Pat. No. 1185) This grand deep yellow rose, with veining and shading of coppery red, is a valuable addition to a list of yellow climbing roses. Vigorous, free flowering, with beautiful glossy foliage. **\$2.50**

**CI. TALISMAN** Still one of the best, with fragrant rose and gold buds and blooms. **\$1.75**

**CI. TEXAS CENTENNIAL** (Pat. No. 565) Long stemmed brick red buds and roses, carmine to deep pink, of immense size and intense fragrance. Will cover large areas. **\$2.50**

**CI. TIFFANY** The climbing form of this beautiful deep pink rose is even more free flowering than the bush. **\$2.50**

**CI. VILLE DE PARIS** Long popular as one of the best yellow roses. **\$1.75**

**CI. YELLOW CECILE BRUNNER** Masses of perfectly formed miniature tea roses of soft yellow, with spicy fragrance. **\$2.00**

These charming little roses are true miniatures, with the loveliest little buds and blooms imaginable. A sunny location, but where the roses will have some protection from the hot sun, is best. Plant in good rich soil, with a little peat moss or steer manure added, and be sure drainage is good. Outdoors, space plants one foot apart, and plant one-half inch deeper than they were in the pots. Firm soil around roots with your fingers, soak thoroughly and keep moist. Peat moss or damp soil mounded around each plant until growth starts, will help prevent drying out. Fertilize lightly once a month after plants are established.

**Cutie** (Pat. No. 1302) Tiny clear pink buds and roses. Compact 8-10 inch plants bloom continuously.

**Dian** (PAF) Bright soft red, fragrant, hardy; fine border and pot plant, grows 12 to 14 inches high.

**Frosty** (Pat. No. 1412) Pure white, fine glossy foliage, vigorous.

**Little Scotch** NEW Lovely long buds, butterscotch yellow.

**Oakington Ruby** Popular double red, one of the best.

**Pink Joy** (Pat. No. 1378) Fragrant salmon pink, fine border rose.

**Plants in 4-inch pots, each \$1.50**

## California Flowerland TREE ROSES

Paul J. Howard's Tree Roses have symmetrical, well branched crowns, budded on strong straight stems, 38 inches from the ground, and extra heavy root systems. Varieties are selected for good growing habit and abundant bloom.

### PINK SHADES

Helen Traubel  
Henry Ford  
Pink Rosette  
Queen Elizabeth

### ORANGE

California  
Mojave

### WHITE

Sleigh Bells

### YELLOW

Buccaneer  
Fort Knox  
Lowell Thomas  
Peace

### RED SHADES

Charlotte Armstrong  
Chrysler Imperial  
Heart's Desire  
Montezuma  
Olive Percival  
Texas Centennial

### PRICES OF TREE ROSES

Established Tree Roses, in containers, staked, each \$5.95, available for local delivery only.

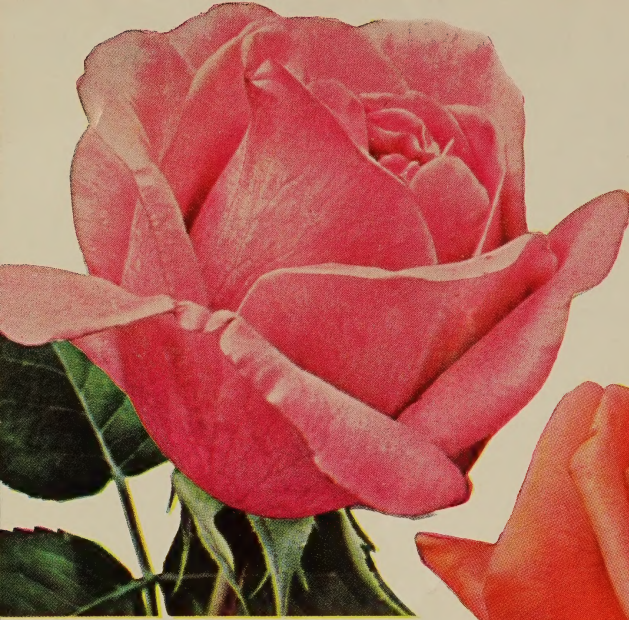
10% discount on orders for 10 or more Tree Roses, one kind or assorted varieties.

All Tree Roses sent at purchaser's expense, charges collect, outside our local delivery zone. Please add \$1.50 to each Tree Rose for packing.

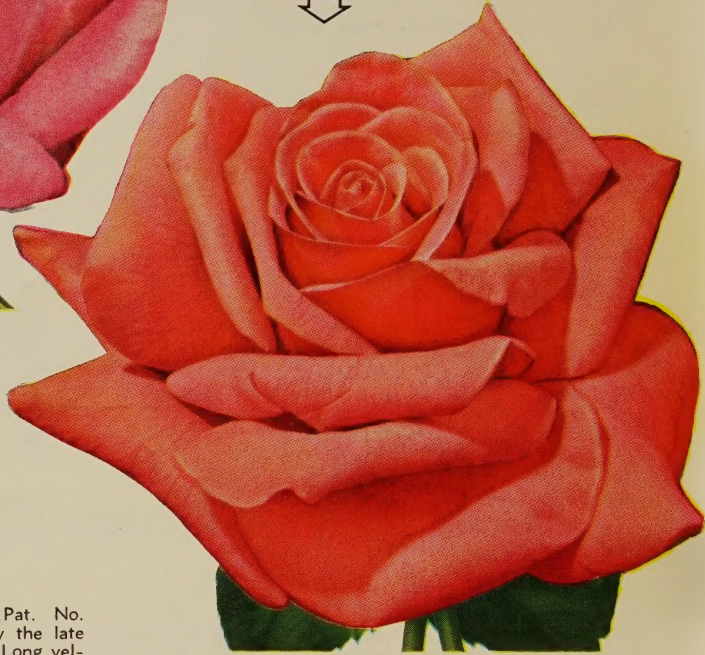




# PAUL J. HOWA



**MONTEZUMA** (Pat. No. 1383) A vivid new Grandiflora, with a profusion of beautiful shapely buds and large double roses of rich scarlet orange. Vigorous, bushy, thrives everywhere and blooms constantly. **\$2.75**



## **HENRY FORD** (Pat. No. 1218)

This new Howard rose, the result of a cross between The Doctor and Pink Dawn, has long spiral buds and beautiful double, broad-petalled blooms of clear peach pink, intensely fragrant. The rugged bushes are free flowering, with heavy foliage. We consider this one of the finest pink roses. **\$2.25**

**FRED HOWARD — AARS - 1952** (Pat. No. 1006) The last rose developed by the late Fred Howard, and named for him. Long yellow buds, pencilled pink, open to large graceful blooms, with 50 to 60 petals, deep yellow suffused with pink at edges; deeper in tone in cool weather, and richly fragrant. The tall, rugged bushes, with lustrous deep green foliage, bloom freely until late fall. **\$2.00**



**CAPISTRANO—AARS-1950** (Pat. No. 922) Long stemmed buds and big blooms of glowing rose pink that does not fade or change, delightfully fragrant. Blooms constantly. **\$2.00**





# R D'S BUSH ROSES

**FORT KNOX** (Pat. No. 1525) A fine new Howard Rose with golden yellow double flowers of rich, heavy texture, non-fading and distinct fragrance. The strong upright plants grow 3 to 4 feet high, bloom freely and are covered with luxurious copper green foliage. **\$2.25**

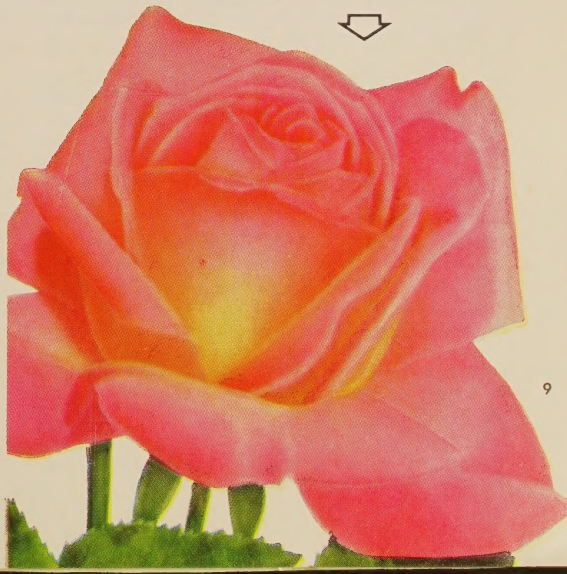


**HEART'S DESIRE—AARS-1940** (Pat. No. 501) The rich deep red, non-fading, and true rose fragrance of this beautiful rose is not surpassed by any of the newer roses. Vigorous tall bush with luxuriant deep green foliage. **\$1.75**



**OLIVE PERCIVAL** (Pat. No. 944) Exquisite long buds of vivid cherry red, lovely semi-double flowers with thick petals, on long stems, are ideal for cutting. Vigorous, bushy plants are perfect for massing and for hedges. National Teachers Rose. **\$2.00**

**TIFFANY—AARS-1955** (Pat. No. 1304) The long pointed buds are deep pink with golden yellow shading at base of petals, and open to perfectly formed double roses with petals of heavy texture rich phlox-pink in color. Flowers intensely fragrant, long-lasting, and are produced singly on long, strong stems. Plant grows 3 to 4 feet high, vigorous, with handsome deep green foliage. **\$2.50**







# PAUL J. HOWARD'S

## CLIMBING ROSES

*Plant Everblooming*

*Climbing Roses*

*for year 'round beauty—on  
fences, walls, pergolas.*

**ESTABLISHED CLIMBING  
ROSES** Planted in specially  
prepared soil, staked, in 5-  
gallon tins, already estab-  
lished to bloom this season.  
All Varieties, each \$4.50.

**CI. BELLE OF PORTUGAL** The popular winter bloom-  
ing climber, with beautiful long buds and broad-  
petalled roses of pale salmon pink. **\$1.75**

**CI. CALIFORNIA** (Pat. No. 1136) Paul J. Howard's  
wonderful golden orange rose in climbing form, just  
as vigorous and even more free flowering than the  
famous bush rose; exceptionally fine in coastal  
areas. **\$2.00**

**CI. CARROUSEL** (P.A.F.) Dark velvety red double  
blooms are borne singly or in clusters, on strong  
stems, continuously to fall. Plant is very vigorous,  
disease resistant, with handsome foliage. **\$2.50**

**CI. CECILE BRUNNER** Clusters of small pink roses of  
tearose form and fragrance; blooms constantly.  
**\$1.75**

**CI. CHARLOTTE ARMSTRONG** (Pat. No. 523) One  
of America's top roses in climbing form, with the  
same vigor, the same lovely buds and roses of bril-  
liant cerise red, as the bush rose. **\$2.50**

**CI. CHRYSLER IMPERIAL** Now—the handsome All-  
America red rose in climbing form. Vigorous canes  
are loaded with beautiful big buds and fragrant red  
blooms on stems of medium length; deep green,  
disease-free foliage. **\$2.75**

**CI. DESCANSO PILLAR** (Pat. No. 943) Showy pillar  
rose with tall branches of exceptional vigor that  
need no support. Luxuriant deep green foliage, dis-  
ease resistant. High centered double roses of great  
size, are clear, deep rose pink, sweetly fragrant, and  
very long stems, often in clusters. Blooms contin-  
uously. **\$2.25**

**CI. ETOILE DE HOLLANDE** Just as fine and as popu-  
lar as the bush rose, double rich deep red roses, one  
of the very best. **\$1.75**

**CI. FLORADORA** One of the showiest climbing roses,  
with clusters of double cup-shaped roses, cinnebar  
red; vigorous, fine foliage, always in bloom. **\$2.00**

**CI. FRED HOWARD** (Pat. No. 1417) A valuable  
addition to the list of yellow climbing roses, lovely  
golden yellow blooms on long stems; extremely vig-  
orous and free flowering. **\$2.50**

**GOLDEN SHOWERS—AARS-1957** (Pat. No. 1557)

This spectacular new rose may be grown as a climb-  
er, or as a tall pillar, without support, or as a big,  
luxuriant bush. Plants are extremely vigorous,  
hardy, disease resistant, and the husky canes, al-  
most thornless, are clothed clear to the ground with  
glossy deep green foliage. Long pointed buds, frag-  
rant high-centered roses with 25 to 30 petals, are  
bright daffodil yellow, on long stems, produced  
from early spring until late fall. **\$2.75**

**CI. GOLD RUSH** One of the very best yellow climbing  
roses, glossy foliage. **\$2.00**

**CI. HEART'S DESIRE** (Pat. No. 663) Fragrant big  
deep red roses; vigorous plant. **\$1.75**

**CI. HIGH NOON—AARS-1948** (Pat. No. 704)  
Bright yellow buds and semi-double roses, nearly  
thornless, on long stems. Exceptionally good where  
an easily controlled climber is desired; grows 8 to  
10 feet high. **\$2.50**

**CI. KAISERIN AUGUSTA VIKTORIA** An old favorite,  
big double white flowers, slightly tinged lemon yel-  
low at center; deep green foliage. **\$1.75**

**PAUL'S SCARLET CLIMBER** Big showy clusters of  
semi-double roses, vivid, unfading scarlet. **\$1.75**

**CI. PEACE** (Pat. No. 932) The huge yellow roses,  
edged cerise, are produced even more freely on the  
climber than on bush. **\$2.50**

**CI. PRESIDENT HERBERT HOOVER** Brilliant long  
stemmed roses of rose, gold and red; vigorous, al-  
ways in bloom. **\$1.75**

**CI. QUEEN ELIZABETH** (P.A.F.) Climbing form of  
the popular All-America Grandiflora rose. Exquisite  
rose pink buds and blooms singly and in clusters, on  
nearly thornless stems, make this one of the best of  
all pink climbing roses. **\$2.75**

**CI. SAN FERNANDO** (Pat. No. 1123) Long lasting  
fragrant double buds and blooms of bright currant  
red; healthy, bushy climber with leathery deep  
green foliage. **\$2.00**

**CI. SANTA ANITA** (Pat. No. 834) Beautifully formed  
buds and blooms, deep rose pink; nearly thornless,  
fine foliage. **\$1.75**

**CI. SNOWBIRD** Long pointed buds and double,  
high centered roses of medium size, white shading to  
cream, with delightful fragrance, and heavy leath-  
ery foliage, make this one of the best white climb-  
ing roses. **\$1.75**

*More Climbing Roses on page 7*



# California Flowerland FLORIBUNDA ROSES

Plant Floribunda Roses in masses, for richest color, or grow them as hedges, using all one kind for showiest effect; and plant them in tubs or large pots for patio decoration.

## SPECIAL DISCOUNT ON FLORIBUNDA ROSES

Buy 25 or more of any ONE Floribunda—deduct 20%. For instance, if you want to plant a bed or border of 25 or more Floribundas they will cost you just \$1.50 each, instead of \$2.00. You'll want to plant more Floribundas for a mass display from spring to fall.

### GOLD CUP

**CECILE BRUNNER** Clusters of miniature tea roses, soft pink, fragrant. **\$1.75**

**CHARLIE MCCARTHY** Charming little white roses, dwarf, bushy plants, about 18 inches high, globular in shape, with shiny bright green foliage, resemble clipped boxwood. Miniature creamy white buds and pure white roses completely cover the plants until late fall. **\$1.75**

**CIRCUS**, see Page 12

**FASHION—AARS-1950** (Pat. No. 789) Sprays of charming fragrant small tea roses, coral pink overlaid with gold. Pointed buds are oriental red. Bushy plants, 3 feet tall, with good foliage. **\$2.00**

**FLORADORA** Very double cup-shaped fragrant roses, bright cinnebar red, in clusters. Vigorous bushy plant grows 3 to 4 feet tall, always in bloom; healthy leathery foliage. **\$1.75**

**FUSILIER**, see Page 12

**GARNETTE** Clusters of perfectly formed roses of intense deep red, on smooth stems, will last a week when cut. Bushy plant, 18 inches high, with dark leathery foliage. **\$1.50**.

**GOLDILOCKS** (Pat. No. 672) The best yellow Floribunda, with buds and double roses of rich golden yellow, 3 inches across. Vigorous plant, 2½ feet tall, blooms continuously. **\$1.75**

**IVORY FASHION NEW—All America for 1959** (Pat. No. 1688) Lovely long slender buds open to beautiful ivory white roses with showy golden stamens, richly fragrant. Clusters of 5 to 10 buds and blooms, like a charming bouquet, are produced on strong canes, covering the plant all season. Bushy plant of medium height, with deep green foliage. **\$2.75**. See page 12.

**JIMINY CRICKET—AARS-1956** (Pat. No. 1346) Buds of tangerine red open to coral orange semi-double roses that change to coral pink as they age; fragrant, long lasting, in big clusters. Fine tall bush, 3 to 4 feet, for hedges or solid beds. Foliage is glossy bronze green. **\$2.00**

**LAVENDER GIRL**, see Page 12

**GOLD CUP — AARS - 1958** (Pat. No. 1683) Very beautiful fragrant blossoms of tea rose form, deep clear nonfading yellow, are borne singly and in clusters. Plant grows 3 ft. tall, with glossy dark green foliage. **\$2.50**

**LILIBET—AARS-1954** (Pat. No. 1209) Exquisite in form and coloring, the perfectly formed little buds of dawn pink open to charming very double small roses of soft cream pink with darker shadings. Flower clusters of 3 to 10 blooms are produced in long sprays, on compact bushy plants, 2 to 3 feet tall. Vigorous, healthy; blooms especially well in fall. **\$2.00**

**LITTLE DARLING**, see Page 12

**MARGO KOSTER** An old favorite, with large clusters of small double orange-red roses. Dwarf hardy plant. **\$1.50**

**PINK ROSETTE** (Pat. No. 902) Beautifully formed symmetrical double little roses of bright pink, in open sprays; vigorous plants, 3 feet tall, with heavy foliage. **\$1.75**

**RED PINOCCHIO** (Pat. No. 812) Large clusters of deep velvety red double roses; 3 feet. **\$1.75**

**ROSENELFE** Miniature pink buds and beautifully formed roses, two inches across, are produced in big open sprays, long lasting when cut. Vigorous hardy plant, 3 feet tall; thrives everywhere. **\$1.50**

**SUZAN BALL** Long stemmed clusters of large fragrant blooms and lovely buds, exquisite soft coral pink with salmon and gold shadings, are produced on medium size plants of great vigor; free flowering, disease resistant. **\$2.25**

**WHITE BOUQUET—AARS-1957** (Pat. No. 1415) A lovely new white Floribunda, with double, gardenia-like fragrant flowers in clusters; lustrous deep green foliage. **\$2.50**

**VOGUE — AARS-1952** (Pat. No. 926) A unique Floribunda, with flowers of Hybrid Tea type borne in clusters; the dark red buds open to high centered double rose blooms flushed with salmon, with spicy fragrance. Plants are bushy, 2½ to 3 feet high, with dark green foliage. **\$2.00**





**LITTLE DARLING**

# California Flowerland FLORIBUNDA ROSES

**LITTLE DARLING** (Pat. No. 1581) One of the most beautiful and valuable Floribundas—almost a perfect miniature PEACE. Buds and blooms are produced in clusters, open flowers are very double, high centered, bright yellow with glowing pink and rose shading at edges of petals. Plants are tall, 3 to 4 ft., with rich leathery dark green foliage, and always in bloom. **\$2.00**

**LAVENDER GIRL** (Pat. No. 1672) There is no other rose like this—a rich lavender that does not fade. Buds are ruby red, opening to very double blooms of rosy purple, about 3½ inches across, intensely fragrant, on good strong stems. Fully open roses are broad and flat, rich lavender. Plant is low and bushy, free blooming. **Stock very scarce. \$5.00**



**LAVENDER GIRL**

**CIRCUS — AARS-1956** (Pat. No. 1382) Buds of bright yellow & orange, urn-shaped, open to high centered roses of rich fragrance—yellow, buff, orange, changing to scarlet pink & red. The big clusters are borne on strong stems, and are long lasting. Compact bushy plant, to 2½ ft., with good dark green foliage. **\$2.50**



**CIRCUS**

**IVORY FASHION,**  
All America 1959,  
see Page 11



**FUSILIER**



# PAUL J. HOWARD'S GRANDIFLORA ROSES

This new class of roses combines the beauty, size and lasting qualities of Hybrid Tea roses with the freedom of bloom and hardness of the Floribundas. Plants are tall growing, 3 1/2 to 5 feet high, with exceptional vigor and as a rule, heavy, disease-resistant foliage. All have great value as landscape shrubs, in mass planting, for hedges, and produce great quantities of lovely blossoms for cutting.



**STAR FIRE—All America Winner, 1959** (Pat. No. 1742) This brilliant new currant red Grandiflora is outstanding in every way. Urn shaped buds open to perfect double roses of lovely form, on stems 6 to 12 inches long, singly or in clusters, and last for many days. The big vigorous plant grows 4 to 5 feet tall, with handsome bronze green foliage. **\$3.50**

**QUEEN ELIZABETH — AARS-1955** (Pat. No. 1259) The exquisite buds and blooms of soft carmine rose blended with dawn pink, are heavy petalled, delightfully fragrant, and are borne singly and in clusters on long, nearly thornless stems. A wonderful garden rose, equally fine as a cut flower. **\$2.50**



**BUCCANEER** (Pat. No. 1119) Brilliant, unfading yellow buds, and cup-shaped flowers of about 30 petals, fragrant and long lasting; blooms constantly. **\$2.50**. Shown in color on page 5.

**FUSILIER — AARS-1958** (Pat. No. 1709) Great clusters of flaming orange red buds and blooms. The open roses are flat, very double with up to 40 ruffled petals, sweetly fragrant. Tall, erect plant with healthy deep green foliage, always in bloom. **\$2.50**



**CARROUSEL** (Pat. No. 1066) One of the very best, with masses of velvety dark red roses, singly or in sprays, with long keeping qualities. **\$2.00**





# California Flowerland CANNAS

For borders, beds and large pots, wherever displays are wanted in summer. Grow them in full sun, rich soil, and water freely.

## POPULAR CANNAS

- Alemannia** Bright red, margined yellow.  
**City of Portland** Rose pink.  
**Copper Giant** Coppery orange.  
**Eureka** Creamy white.  
**Forest Fire** Flaming coral rose, very large.  
**King Humbert** Scarlet, bronze foliage.  
**Mrs. Alfred Conard** Salmon pink.  
**Mrs. Pierre S. Dupont** Watermelon pink.  
**Richard Wallace** Yellow shaded green.  
**The President** Tall, brilliant red.  
**PRICE: 3 for \$1.50, dozen \$5.00, 100 for \$35.00**

## THE HOWARD OPERA SERIES

Immense blooms in soft pastel tones, great vigor and freedom of bloom distinguish this new strain.

- Aida** Light salmon rose.  
**La Boheme** Soft rose peach.  
**La Traviata** Rich old rose.  
**Mme. Butterfly** Gold overlaid with pink.  
**Rigoletto** Light canary yellow.  
**Mignon** Deep coral rose.

**PRICE: Each 75c, 3 for \$2.00, dozen \$7.50**  
Please add 50c packing charge to all orders for Cannas to be shipped. Free delivery in Los Angeles Area, all other orders sent charges collect.

## HARDY PHLOX

Few perennials will furnish as much bright color for so long a period of time as hardy Phlox. It is easy to grow, hardy, and thrives in nearly all areas. Set plants in rich soil, where it will have partial shade, and water abundantly.

- H. B. May** Fine salmon rose.  
**New Bird** Brilliant fiery red.  
**Prime Minister** Large white with bright red eye.  
**Starlight** Very large purplish violet with white star.  
**Pink Charm** Clear pink.  
**PRICE: 3 for \$1.45, dozen \$5.00**

## ACAPANTHUS

**Blue Lily of the Nile** Striking clusters of funnel-shaped flowers of bright blue, are produced on tall strong stalks. Bold strap leaves of bright green add to the beauty of this fine summer flowering perennial.  
**3 for \$2.00**

Plants shipped at purchaser's expense. Please add 50c for packing to each order. Free delivery in Los Angeles area.

## FLOWER SEED NOVELTIES FOR 1959

**ALYSSUM Pink Heather** All America Winner 1959  
Dwarf, compact plants of Gem type, covered with lavender - pink flowers; a valuable border and ground cover plant in a lovely new shade. **Pkt. 35c**

**HOLLYHOCK Double Annual** Fine new strain, branching from the base, to 3 ft. high, with double flowers often 4 inches across. Blooms all summer, may be sown outdoors or started in flats. **Mixed Colors, pkt. 35c**

**MARIGOLD Gold Climax FI Hybrid** Sensationally big globular blooms, to 5 inches across, of pure golden yellow, with satiny petals, frilled and ruffled, on tall plants, all summer and fall. **Pkt. 50c**

**MARIGOLD Petite** All American 1958. Extra dwarf plants of uniform height, 6 inches tall, spreading to 10 inches across, very early, covered with flowers all summer. We offer **Harmony**—bright orange with maroon collar, **Orange** and **Mixed Shades, Pkt. 35c**

**STOCKS Early Cascade** An exceptionally good bedding strain; the dwarf, single stemmed plants, only 18 inches high, are covered with fragrant flowers, a large percentage being double. Very early. **Mixed colors, pkt. 35c**

**ZINNIA Merry Go Round** Most colorful and free flowering of all zinnias, of cactus type. Flowers are 3 to 4 inches across, with quilled or twisted petals, each one edged in contrasting color. Dwarf bushy plants. **Pkt. 35c**

## BERRY AND VEGETABLE PLANTS

**Blackberry-Ollalie** Big crops of large sweet berries on vigorous plants. Do not produce long runners.  
**3 for \$1.00, 10 for \$3.00**

**Thornless Boysenberry, Thornless Youngberry, Munger Black Cap Raspberry, Cuthbert Raspberry.**  
**3 for \$1.00, 10 for \$3.00**

**STRAWBERRY — Rockhill** Everbearing, runnerless.  
**10 for \$2.50, 25 for \$5.00, 100 for \$17.50**  
**California Hybrid No. 25 and Lassen —**  
**25 for \$2.00, 100 for \$6.50**

**RHUBARB—Cherry, 3 for \$1.45, 10 for \$4.50**

**ARTICHOKE—Green Globe, 3 for \$1.45, 10 for \$4.50**

**ASPARAGUS—Mary Washington, 25 for \$1.50, 100 for \$6.00**

## PAUL J. HOWARD'S California Flowerland

11700 National Boulevard, Los Angeles 64, California  
TEXas 0-2951 • GRanite 3-1171 • EXmont 7-2118



# PAUL J. HOWARD'S Deciduous Fruit Trees

Developed and selected for quality and fine flavor, and for their adaptability to Southland conditions.

## APPLE

**Pettingil** Large juicy red apple, good for eating and cooking. **\$3.00**

**Red Delicious** Finest quality and flavor. **\$2.00**

**Transcendant Crab** The best crabapple for jelly, pickles; dependable bearer. **\$2.00**

## APRICOT

**Earlgold** Resembles Royal, with the same rich flavor, but ripens two weeks earlier. **\$3.00**

**Nugget** Deep rich orange, red cheek; delicious flavor. 10 days earlier than Royal, heavy bearer. **\$3.00**

**Royal** Large bright orange, rich and sweet; dependable bearer, late June. **\$2.00**

## NECTARINE

**Panamint** Large round deep red with sweet juicy orange flesh; best for coastal areas. **\$3.50**

**Pioneer** Large maroon with sweet orange flesh. **\$3.50**

**Silver Lode** Delicious white fleshed fruit, creamy skin overlaid scarlet; early. **\$3.50**

## PEACHES

**Early Elberta** Fine early yellow, juicy and sweet, dependable bearer. **\$2.00**

**June Gold** Yellow freestone with beautiful color and fine flavor. Bears big crops consistently, in June, excellent in mild areas. **\$3.50**

**Rio Oso Gem** Immense yellow fruits of fine flavor, August. **\$2.00**

**Red Wing** Finest early white fleshed peach, rich sweet flavor, beautiful red coloring. Bears heavily even when young. **\$3.50**

**Valgold** (Pat. No. 1649) Big yellow fruits with rich red blush. Firm juicy yellow flesh, finest flavor. Better than standard Elberta for coastal areas, ripens in June. **\$3.50**

**Ventura** A fine quality yellow freestone peach, long recommended for warm winter areas. Has been known to bear in 5-gal. cans in nurseries. If you have room for only one peach tree, plant Ventura. Ripens in August, after Rio Oso Gem. **\$3.00**

**Saturn** The finest fruiting-flowering peach yet developed. Tree is covered with large double pink blooms, followed by yellow freestone peaches of rich, sweet flavor, in June. **\$3.50**

## PLUM

**Howard Miracle** Luscious sweet orange flesh, superb flavor, rich red and yellow color, July-Aug. Should have pollinizer. **\$3.00**

**Mariposa** Huge purple red plums with rich, sweet blood-red flesh; late July. Needs pollinizer. **\$2.00**

**Santa Rosa** Purplish crimson plums, sweet amber flesh, late June. Bears heavily. **\$2.00**

## PLUM

**SIERRA** (Pat. No. 1482) Sweet firm, juicy, with flavor superior to Santa Rosa, 10 days earlier. Self fertile, but plant with Santa Rosa for heavier crops. **\$3.50**

**French Prune** Large oval deep purple, very sweet. Sept. **\$2.00**

**FIG—Black Mission, Brown Turkey, Kadota—white, White Adriatic.** Each **\$2.00**

**ALMOND—Ne Plus Ultra** Large corky soft shell with big long kernels. **Nonpareil** Giant papershell with big plump kernels. Beautiful medium size tree. Each **\$2.00** Note: Each variety is pollinizer for the other.

**MULBERRY—Persian Fruiting** Big black juicy berries for delicious pies, preserves, or eating fresh from the tree. Grows slowly. **\$4.50**

**PERSIMMON—Hachiya** Large conical bright orange red, rich sweet flesh. **\$3.50**

## DWARF FRUIT TREES

For small gardens where space is limited, and for ornamental planting, these Dwarf Trees are ideal and will bear big crops of luscious fruits as fine as those of regular size.

APPLE	APRICOT	NECTARINE
PLUM		
Price, each <b>\$4.50</b>		

## FLOWERING FRUIT TREES

**FLOWERING PEACH — Helen Borchers**—huge bright pink, late; **Red, White; Peppermint Stick**—variegated red and white, also **Weeping Pink.** Each **\$2.95**

## DWARF FLOWERING-FRUITING PEACH

**Flory** Double red flowers, sweet white fleshed freestone fruits. Grows about 6 ft. tall. **\$4.50**

**FLOWERING PLUM — Blireiana** Graceful tree with reddish bronze leaves, double pink flowers in early spring. **\$2.95**

**Hollywood** Flowering fruiting tree with bronze foliage turning deep green, clusters of pink flowers, sweet red plums in June. **\$2.95**

**FLOWERING CRABAPPLE—Bechtel's** Beautiful green tree; double pink flowers; blooms in May. **\$4.50**

**Almata** Attractive fast growing upright tree. Red buds, large pink flowers cover it in spring. **\$4.50**

**Kaido** Ornamental small tree, pink flowers followed by red fruits, blooms early. **\$4.50**

## GRAPES

**Golden Muscat** Golden green grapes of delicious flavor, bush or trellis; good in all areas.

**Concord, Muscat, Ribier, Thompson Seedless.** Price: Each 75c, 3 for \$2.00, 10 for \$6.00

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# California Flowerland

is filled with the vivid colors of thousands  
of Flowering Plants the year around.

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